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City sets new timeline for Downtown Community Plan

The revised draft of the Downtown Community Plan (DCP), released in February, was scheduled to go before the City Council this summer. But the City of Santa Monica announced last month a new timeline for community input and revisions to the draft and the DCP is now set to go before Council in spring 2017.

The DCP is intended to guide public and private investment in Downtown Santa Monica for the next 20 years or longer.

City Manager Rick Cole decided to adjust the timeline to ensure a full public outreach program aimed at engaging as many Santa Monicans as possible.

"This is a key planning document and we have to get it right," said City Manager Rick Cole. "From the outset, I've emphasized the importance of reaching consensus to guide Downtown development in the years ahead. The initial feedback from both the Planning Commission and community voices underscore the importance of thor-

oughly understanding and analyzing the policies that will go into the plan.

"We're not planning for a sleepy beach town and we're not planning for Manhattan," Cole said.

There are three key objectives with the "reboot" of the timeline, Cole said.

The first is that it is probably best to not do the debating over the DCP this summer, in the middle of an election season. The second was to bring the community together and make it stronger through allowing more time for the process of developing the plan. The third was to take the time to have a great plan, not a great document.

"To have a Downtown Plan that will preserve what we have and allow us to continue to improve," Cole said.



Everyone's downtown.™

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Modifications made to local minimum wage law

Santa Monica's minimum wage law is complete and will take effect on July 1 of this year.

When City Council passed the local minimum wage law in January, it specifically asked for additional discussion on a handful of details and formed a working group to hammer out the fine print.

Council formally adopted the proposed revisions on April 26 with refinements to service charges, first-time workers, sick days, employee protections, definitions of terms, education and eventual unification of Santa Monica's different wage schedules.

Santa Monica's minimum wage rules mirror those passed by Los Angeles. Wages will increase to \$15 by 2020 with small increases occurring annually starting this year. Some small businesses and non-profits will have an extended timeline, as will hotels that can show compliance would cause staff reductions or hours to be cut. The rules include a hotel minimum wage that would apply to non-union hotels, raising wages to \$15.37 by 2017.

Contracts negotiated by local unions can be exempt from the law if the union chooses to negotiate for other kinds of benefits in lieu of the minimum wage.

Following the April 26 meeting, the law's highlights include:

Starting January 1, 2017, Santa Monica workers will begin to earn additional paid sick leave beyond State requirements, reaching 72 hours for larger businesses and 40 hours for smaller businesses by January 2018. Accruals carry over annually, up to the accrual cap. Employers can provide sick leave plans that are more generous than the minimum requirement.

Employers collecting service charges must distribute 100 percent of the proceeds to employees, which can include back-of-house workers. Healthcare-related surcharges must also be distributed to employees in segregated accounts or as wages. Employers must clearly describe service charges to customers, must share how revenue is distributed with employees, and must maintain service charge distribution records. Service charges have replaced tips in some restaurants.

Matching the State law, employees working in a job activity for the first time can earn 85 percent



of the minimum wage for the first 160 hours of employment. This is so businesses are incentivized to hire those with little to no work experience, such as teenagers.

Employers cannot retaliate against employees for rights protected under the minimum wage law, including reducing employees' hours or other benefits directly related to the minimum wage increase. The enforcement portion of the ordinance also includes penalties for noncompliance, and offers flexibility in penalty assessment, as well as an emphasis on employer outreach and education.

Workers, union representatives and business owners praised the revisions during the meeting and Council said the final result showed the strength of the local process.

"It is truly a Santa Monica type evening," said Councilwoman Glean Davis. "I don't think there a lot of jurisdictions in the state, much less the country where you would have unions, hotels, the Chamber of Commerce all coming together and supporting a single proposal and I think that's what's really special about tonight. The process brought disparate interests into the room, got them to negotiate; everyone gave a little, everyone got a little and that's the best way to accomplish good policy."

Phased in over four years, the minimum wage will start at \$10.50 per hour this summer, rising to \$15 per hour in 2020. There will be a one-year delay for businesses with 25 or fewer employees and for qualifying nonprofit organizations, and transitional employers will have an 18-month exemption.

The hotel minimum wage will start at \$13.25 per hour later this year, rising to match the Los Angeles Hotel Minimum Wage in 2017 at \$15.37 per hour plus a consumer price index increase. The Minimum Wage Ordinance also includes paid sick leave, service charge, first-time worker, and enforcement provisions. Visit smgov.net/minimumwage for wage and paid sick leave schedules and to see how Santa Monica's community contributed to the law's development.

"Affordability is one of the City's five strategic goals and increasing the minimum wage is a big milestone in our pursuit to preserve Santa Monica as an inclusive, affordable, and diverse community," said Mayor Tony Vazquez. "This will have a direct impact on workers' lives, especially those in the service industry. Families will have a little more, which offers more of an opportunity to build a strong future."

Employers that have questions about the Minimum Wage Ordinance should contact the City of Santa Monica's Finance Department at (310) 458-8281.

Major construction nearing completion

Downtown Santa Monica has endured as the epicenter of local construction, but officials are hopeful businesses and residents will see a notable improvement as the bulk of projects are scheduled to finish in the near future.

Despite a construction timeline reaching as far out as 2019, City Manager Rick Cole told the City Council recently many of the most disruptive projects are on track for completion quite soon.

According to Cole, multiple agencies are working simultaneously on multiple projects and he said locals have tolerated a tremendous amount of construction.

"It's been a headache, no question about it," he said. "Not the nightmare that many people expected and predicted, but it has been very discouraging for people that wanted to visit their Downtown and found that sometimes they had to put up with some construction delays."

Cole said City regulators have done everything they can to minimize the impact but recognized that discomfort was inevitable. However, he said there was an end in sight with the coming opening of the Metro-Expo Rail Line Extension.

"It's been a headache, no question about it. Not the nightmare that many people expected and predicted, but it has been very discouraging for people that wanted to visit their Downtown and found that sometimes they had to put up with some construction delays."

Rick Cole
CITY MANAGER



Many Downtown construction projects, including a pair of hotels at 5th and Colorado, will be finished this year.

Expo related projects include construction of the actual line and station, the Esplanade project along Colorado Avenue, and a shuttle/pick-up lot.

The final touches on the Expo line itself include installation of a centerline fence. The last-minute work is designed to prevent pedestrians from walking along the tracks and crossing mid-block. That work will be finished by May 20 — the line's opening day.

Cosmetic work will be ongoing through opening day at the stations, with the most significant unfinished project at the Downtown station.

A "kiss-and-ride" lot is under construction to allow private shuttles and cars to pick up/drop off Expo riders. Although there have been minor



delays with irrigation and electrical work, officials said the lot will be open by May 20.

Adjacent to the Downtown station construction are improvements to Fourth Street. New lights and wider sidewalks are being installed with a Labor Day target for finalizing the work.

Continuing along Colorado from Fourth Street, the Colorado Esplanade will soon be finished. Crews have widened the sidewalk to as much as 20 feet on one side, converted Colorado to one-way between Fourth and Ocean, installed new drain systems, repositioned underground utilities and added protected bike lanes. Final work on the pedestrian access project includes landscaping, new streetlights and the installation of "scramble" crossings at Esplanade intersections.

Bookends of the Colorado construction include two hotels at the corner of Fifth Street and Colorado. A Hampton Inn and Courtyard by Marriott are scheduled for completion in the summer or fall of this year. The other side of Colorado is the Santa Monica Pier bridge that is scheduled for replacement beginning in 2019.

Downtown's other major transit project, the California Incline, will be finished this summer. The

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Metro Expo Line celebrations begin May 20



Public transit options in Santa Monica are rapidly expanding and the City is preparing for the arrival of its centerpiece – Metro Expo Light Rail on May 20.

There are several events scheduled to celebrate the arrival of the train, which provides another option to get around Los Angeles.

Opening ceremonies will mark the official opening of the line on Friday, May 20. To celebrate the first trains to roll throughout town since 1948, there will be a banner break just east of the

Downtown Station located at Colorado and Fourth Street. Elected officials from Los Angeles, Metro, Expo and Santa Monica will converge to officially open the seven stations that are part of the Expo Line Phase 2 extension. The line is expected to be open to the public in the afternoon and rides will be free. Metro staff will be at stations to answer questions riders may have.

Festivities continue on Saturday, May 21 with activities at the three Santa Monica stations.

Each station will celebrate the opening and various locations will provide information about local transportation options, and encourage attendees to get out and about to enjoy local businesses and activities happening throughout the day.

Santa Monica stations are: 26th Street/Bergamot Station (at Olympic and 26th Street), 17th Street/SMC Station (at Colorado and 17th Street), and Downtown Santa Monica Station (at Colorado and Fourth Street). Saturday parties will run from 10 a.m. to 4 p.m. and fares will be free on the Expo Line as well as on Big Blue Bus and Breeze Bike Share. Businesses around each station are offering special discounts or other exclusive deals. Visit BuyLocalSantaMonica.com for a list.

"It's a great time to be living and working in Santa Monica. People can move around our city and in and out of L.A. without relying on a car," said Mayor Tony Vazquez. "This \$1.5 billion investment brings a new level of regional accessibility to Santa Monica and we want to mark this transportation game-changer by energizing the community and showing them how these options can impact their daily lives. We know traffic is a big local concern, and it's our hope that everyone coming to, or from, Santa Monica will take this opportunity to try these new transportation options."

In addition to the train, local mobility options include 500 Breeze bikes at 75 locations citywide, extended North-South corridor Big Blue Bus service connecting to each Expo Line Phase 2 station, 1.5 miles of new off-street bike/pedestrian path along the Expo route in Santa Monica, and 12 pedestrian scrambles Downtown.

The City will celebrate its multiple non-car travel choices with an open streets festival, called Coast, on June 5. Participants will be able to enjoy approximately 2 miles of car-free streets around the Downtown Santa Monica Expo Station from 9 a.m. to 3 p.m.

"It's a great time to be living and working in Santa Monica. People can move around our city and in and out of L.A. without relying on a car,"

Tony Vazquez
MAYOR

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incline, connecting Pacific Coast Highway to Ocean Avenue, is being rebuilt to meet seismic standards with wider bicycle and pedestrian access. Part of the project includes a new pedestrian bridge over PCH and the initial timeline was extended to July 4.

Moving into the rest of Downtown, several projects have been finished or are scheduled for the Downtown parking structures.

Parking Structure 5's ground floor will be remodeled with an eye toward facilitating Expo passengers. A new Big Blue Bus transit center will include a public restroom, BBB transit hub and retail space. Work will begin in the coming months and last through September of 2017.

All nine downtown parking structure elevators have been rebuilt and many of the individual structures are being considered for future work. Construction will start in Parking Structure 1 next year to fix structural problems but City Hall said the work would have a minimal impact on users.

Bicycle riders will get several improvements. The



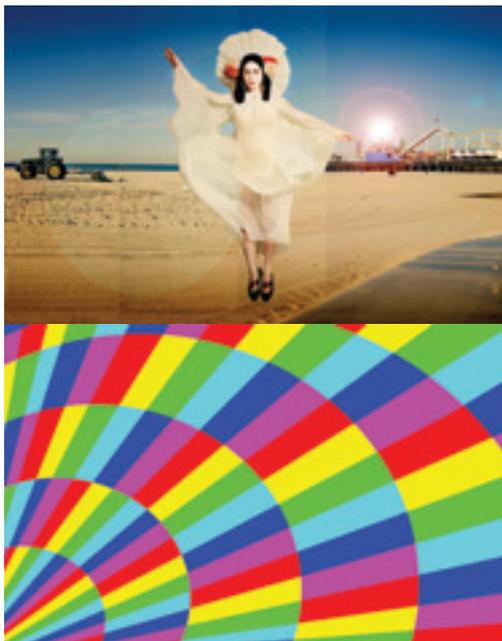
Expo opens on May 20 and various projects surrounding the Downtown station will be complete by opening day.

City is working on painted bike boxes and a pair of technologies that will help bicycle riders trigger streetlights. Traffic bollards will be replaced throughout the Downtown and Palisades Park is receiving landscape improvements.

Cole stressed that the worst of the work should

be over and the pain will hopefully have been worth it.

"These are big steps forward for mobility in our community and again, we really appreciate all the cooperation by merchants, residents and by visitors," he said.



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Organizers said the event is a chance to discover local arts and culture, learn about sustainability, and explore new mobility options. Pedestrian and bicycle access will be provided along Main Street from Marine to Colorado, Colorado from Ocean Avenue to Fifth Street, and along Ocean Avenue from Colorado to Wilshire. Local businesses, organizations, community groups, and City



departments will be actively involved in this city-wide event, including producing interactive, engaging activity hubs along the route. This event is being held in lieu of the Santa Monica Festival for 2016. Metro awarded the City a \$200,000 open streets grant that partially funds the event. Local businesses along the route are offering specials for Coast. Find them at BuyLocalSantaMonica.com.

Over the next few months, the City will focus on making transit options in Santa Monica more accessible to residents, employees and visitors. This will be done through education opportunities on topics including how to ride Expo, where to get a TAP card, connection information between Metro and Big Blue Bus and other practical questions.

For more information about opening weekend, go to metro.net/moreexpo

New noise rules could benefit loud protestors



A new noise policy will apply to everyone citywide including protestors and performers.



Locals seeking relief from loud protests might soon find more relief from an investment in sturdy headphones than calling the authorities.

That's because the City Council seems to be leaning in favor of free speech over peace and quiet, instructing City staff to study abolishing limits on how loud someone can be when it pertains to those exercising their First Amendment rights in the Downtown.

A majority on the council voted in April to draw up a law that assumes all non-commercial speech is legal, no matter how loud it is, just as long as it doesn't take place in a residential area, along with other conditions.

As it stands today, code compliance and/or police officers have the ability to evaluate noise complaints based on a subjective standard. The City used to use an objective decibel level, but after a prior revision officers now evaluate if the action unreasonably disturbs the peace, quiet and comfort of people of normal sensitivity and if the noise is so harsh or prolonged or unnatural or unusual in its use, time or place as to cause physical discomfort.

"A person on the Promenade playing drums or a person proselytizing using a bullhorn are the same in the eyes of the law," said Salvador Valles, assistant director of planning and community development. "For example, city-issued performance permits are entirely content-neutral. Noise regulations must be adopted without regard to content, as such the removal of any existing limitations on noise must also be content neutral."

The standards apply throughout Santa Monica and are most visible in performance spaces like the Promenade and Santa Monica Pier. The item on the Council's April 12 agenda was described as an overview of the noise ordinance, but in reality it quickly focused on the ability of local hotel union Unite HERE Local 11 to protest outside the non-union Shore Hotel.

Unite HERE has an ongoing dispute with the hotel over accusations of employee abuse and hostile work environments. The hotel has repeatedly denied any wrongdoing but Unit HERE continues to stage picket lines outside the hotel. Those protests have drawn complaints from ownership, including complaints about noise. In one case, protesters were detained and handcuffed but not arrested. According to City staff, that particular interaction was not related to noise.

The union specifically asked for the City's noise rules to be revised to read "Any non-commercial, constitutionally protected speech conducted in an area in which commercial activity is an allowable use."

Staff were opposed to the rules change saying the current system was flexible enough to protect the public from disruption while maintaining everyone's right to free speech.

Several members of the council said they supported modifying the rules citing Santa Monica's history of progressive politics.

"We want to make sure that people can protest in the interest of civil rights; we have a history in this country of anti-war protests, and I acknowledge that along with allowing those kinds of activities that we might be predisposed to support politically you run the risk of having some activities that you don't like, but again that's both the strength and peril of the First Amendment."

Ted Winterer
COUNCILMAN

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No signs of slowing at Stop 'N Cafe

The walls of Stop 'N Cafe are covered with framed posters of old movie stars, music icons and other celebrities – snapshots of people who remain relevant even as the culture shifts.

They're appropriate decorations for the longtime Greek restaurant, which has proven its durability even amid dramatic changes on Third Street Promenade. Situated amongst major retailers on a thoroughfare that welcomes tens of thousands of tourists each year, Stop 'N Cafe has provided customers with enticing Mediterranean cuisine for 28 years.

And counting.

Indeed, through nearly three decades in business, the Yermian family has made sure to grow with the community that surrounds its restaurant, which is positioned on the east side of the promenade between Wilshire Boulevard and Arizona Avenue.

"We know most of our clients by name," Andrew Yermian said. "Whether they're visiting families or locals, we invite them into our dining room as though it's our home. We're one of the very few who really have that touch with our customers. We're not corporate. We cater to everybody. People want to come eat with their family, and when they come here they feel like family, too."

The customers who frequent Stop 'N Cafe are treated to fresh Greek specialties that keep taste and nutrition in balance. There's moussaka, a dish of eggplant and ground beef with tomatoes and potatoes in a bechamel sauce. There's spanikopita, a filo pastry baked with spinach and feta cheese. And don't forget the babaganoush (roasted eggplant with sesame oil, garlic and lemon), dolmathes (stuffed grape leaves) and tabouli, a refreshing blend of chopped tomato, onion, parsley, bulgur, lemon and olive oil.

The food served by Stop 'N Cafe resonates with a health-focused Santa Monica that has grown intimately familiar with hummus, gyro wraps and kebobs, all of which are popular items at the Yermian family's local restaurant.

"It's gone from people knowing it to people actually incorporating it," Yermian said of the Greek food on the menu, which also features pastas, salads, sandwiches and other staples. "Mediterranean cuisine is very clean, very healthy. As a community, we've really come to embrace that healthiness within Mediterranean dining."



Stop 'N Café believes in a personal touch when catering to customers.

The main man behind the operation is Michael Yermian, who arrived on the Westside after leaving his native Iran around 1980. He soon got involved in the restaurant business and opened Stop 'N Cafe in 1988 at what was then the Santa Monica Mall.

"It was a great location," Andrew Yermian said, "and the future was promising."

That future has panned out. Stop 'N Cafe has survived the transformation of Third Street Promenade and stands as a beacon of stability in an ever-evolving Downtown Santa Monica landscape.

"We were here way before the tourist boom," Yermian said. "We came here to serve the community and to share what we know, to share all the great recipes we've had along the way. The promenade came and the tourists came, but we're here to serve anyone and everyone who wants to enjoy good service, good Greek food in a nice family atmosphere."

"We have people who come here every year on the dot from Australia and Europe. They come just to see the people who work here because they felt so at home. They know us by name. They send us postcards."

Stop 'N Cafe, located at 1237 Third St., serves breakfast, lunch and dinner. Delivery, to-go service and catering are also available. For more information, call 310.395.1932 or visit www.stopncafe.com.

"We know most of our clients by name. Whether they're visiting families or locals, we invite them into our dining room as though it's our home. We're one of the very few who really have that touch with our customers. We're not corporate. We cater to everybody. People want to come eat with their family, and when they come here they feel like family, too."

Andrew Yermian
OWNER

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Councilman Kevin McKeown said the current system lacked predictability.

"I think it would be important for us in protecting free speech to be as predictable as possible so people know what to expect," he said. "I don't agree with the staff recommendation, I've been very vocal about that and I've told staff that I'd prefer we say that any non-commercial free speech activity in a commercial zone that doesn't impact a residence or hospital or school would be assumed to be a legal activity."

Councilman Ted Winterer said his support was about the First Amendment, not a labor dispute.

"We heard a lot about a specific labor dispute tonight, but, to me, I want to put this in the broader context," he said. "We want to make sure that people can protest in the interest of civil rights; we have a history in this country of anti-war protests, and I acknowledge that along with allowing those kinds of activities that we might be predisposed to support politically you run the risk of having some activities that you don't like, but again that's both the strength and peril of the First Amendment."



Councilwoman Pam O'Connor was the only council member to oppose the rule change (Councilman Terry O'Day was absent), saying protesters are already protected in the existing law. She said the April 12 discussion was not about if people can protest, but about how loud that protest could be and she said her fellow council members were doing the union's bidding.

"I think in spite of all the words that have been said, I think this council frankly has an ongoing commitment to do what H-E-R-E Local 11 says

do, says jump," she said. "I've seen the pattern. This is what this is about. You can spin it all you want about the broad ability to protest, but that is allowed now. Nothing prohibits that."

At the end of the discussion, Council asked staff to return with new language that assumes noise to be legal, regardless of its intensity, if it is: noncommercial free speech in a commercial zone not already covered by specific laws like the promenade and pier; not disturbing a residence, hospital or school; and occurring between the hours of 7 a.m. and 10 p.m.

Ambassadors of the Quarter



Congratulations to these Downtown Santa Monica Ambassador employees for their outstanding service.

Steven Klein
Hospitality Ambassador

Age: "Age is just a number and mine is unlisted."

Hometown: West Los Angeles

Years as an ambassador: 2

Favorite aspect of the job:
Meeting new people from different places outside of California

What it takes to be a good ambassador:
Attention to detail



Eric Gray
Hospitality Team Leader

Age: "Age isn't nothing but a number - Young."

Hometown: Inglewood

Years as an ambassador: 2.5

Favorite aspect of the job:
Working Friday and Saturday nights

What it takes to be a good ambassador:
Loving people



Nominate your favorite ambassador by emailing marketing@downtownsm.com

Downtown residents form neighborhood group



For the first time in decades, an organized neighborhood association represents Downtown's burgeoning residential community, putting the roughly 4,000 Downtown residents on equal footing with those living in other parts of the city.

The Santa Monica Downtown Neighborhood Association (DNA), which claims to have over 70 members, calls itself a "progressive, positive, urban and sustainable voice" for residents living in the established Downtown borders from Lincoln Boulevard to Ocean Avenue and Wilshire Boulevard to the 10 Freeway.

Neighborhood organizations have no formal legislative or regulatory authority. However, City Hall often utilizes the neighborhood groups in an advisory capacity when discussing issues and the groups provide educational and advocacy services to residents.

DNA founder Elena Christopoulos, a 10-year resident of Downtown, said the group's members are diverse,

"Overall we want to embrace and welcome visitors from all income types, all family types, all ages and also including kids; that unifies us,"

Elena Christopoulos
DNA FOUNDER

but their common interest is living in an urban environment with access to public transit, sustainable practices and the benefits of a Downtown location.

"Overall we want to embrace and welcome visitors from all income types, all family types, all ages and also including kids; that unifies us," she said.

Christopoulos is actively engaged in Santa Monica's civic life as a member of the Commission on the Status of Women, but she said many Downtown residents haven't been engaged with the municipal process despite living at the center of the City's development debate. She said DNA members are generally happy with the area's evolution and that some of the descriptions of Downtown residents put forth by other groups have been insulting to the individuals actually living there, particularly accusations that they are transitory.

"It's offensive to a lot of people that have settled down and have roots here," she said. "It's a different voice that's on the scene, we love working, living and enjoying an urban environment. We thought why not share this voice with the City staff and Downtown?"

Downtown residents are more supportive of density and height, committed to sustainable practices and enthusiastic about train/bike/pedestrian transit options, she said. The area bears the brunt of Santa Monica's homeless problem, but residents would prefer to see more resources put into compassionate solutions as opposed to strict enforcement.

"Police and Fire are doing what they can but perhaps there could be more housing for the homeless and that they are treated with respect," she said.

Santa Monica has several groups that represent local neighborhoods including Friends of Sunset Park, North of Montana Association, Ocean Park Association, Pico Neighborhood Association, Santa Monica Mid-City Neighbors, Santa Monica Northeast Neighbors and the Wilshire-Montana Neighborhood Coalition.

Anyone can create a neighborhood group and the City of Santa Monica has no authority over their creation or borders. The City currently has one organization per recognized neighborhood, but there are no rules that prevent multiple organizations from forming in one neighborhood or from groups' boundaries overlapping.

The Pico Neighborhood Association currently extends into part of Downtown following a unilateral expansion of their borders a few years ago.

"The City encourages and supports the civic engagement that neighborhood groups generate and does not regulate their formation or activities," said Debbie Lee, communications and public affairs officer with the City of Santa Monica. "The only criteria that we have pertains to the City's Neighborhood Matching Grant Program, which allows qualified Neighborhood Groups to apply for a grant to support their communications efforts."

Those grants are administered by the City Manager's Office and there are rules in order to qualify including representing a commonly recognized neighborhood within Santa Monica; possessing current tax-exempt status as a non-profit organization; an active board of directors

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or officers, selected in accordance with association bylaws, who meet regularly, with meetings open to the public; at least one general membership meeting annually; and a membership list of at least 50 active members (residing at separate addresses) or 10 percent of eligible households within the neighborhood boundaries as defined in the bylaws, whichever is less.

"It's exciting to have an organized group of residents solely dedicated to helping make Downtown more inviting and enjoyable for all who choose to live, work or visit," said Downtown Santa Monica, Inc. CEO Kathleen Rawson. "DTSM plays an important role in helping to shape the future of Downtown and we look forward to getting feedback from the Downtown Neighborhood Association, as we do from other established neighborhood groups in the city."

To learn more about DNA, visit their website: www.smdna.org



The Downtown Neighborhood Association will provide residents with the same kind of representation available to those living in other neighborhoods.

WELCOME TO DOWNTOWN SANTA MONICA

MC Brazilian Jiu Jitsu Club

320 Wilshire Blvd, Suite 101
www.mcbrazilianjiujitsuclub.com
714.872.1604

Tsubakiyama Acupuncture Clinic

1227 Lincoln Blvd, Suite 303
www.tsubakiyama.org
310.394.2340

Speech Therapy 101

1227 Lincoln Blvd, Suite 302
www.speechtherapy101.com
310.922.4227

Bay Chiropractic & Rehabilitation

1227 Lincoln Blvd, Suite 201
www.baychirosantamonica.com
310.993.8482

Fred Chao, DDS

1227 Lincoln Suite 301
www.chaodontistry.com
310.451.2726

Crown Diva Boutique & Pageant Academy

1247 Lincoln Blvd.
www.crowndiva.com
310.917.1318

Sunnin Lebanese Cafe

525 Santa Monica Blvd., Suite 120
www.sunnin.com
(310) 395-3602

Diana Ralys Skin Health

1207 Fourth St.
www.dianaralyskinhealth.com
(310) 264-2228

Shoe Palace

210 Santa Monica Blvd.
www.shoepalace.com
408.629.1000

Bowl of Heaven

725 Broadway
www.bowlofheaven.com
310.899.6060

In addition to these businesses, Downtown Santa Monica is now home to all businesses located on Lincoln Boulevard from Wilshire Boulevard to Interstate 10. We encourage you to check them out on our website – www.downtownsm.com

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Over the past two years, the Downtown Specific Plan (now called the Downtown Community Plan) process has included over a dozen workshops and public hearings, as well as stakeholder interviews and discussions with various boards to develop an action plan to achieve a community vision for the future of the Downtown. For more information, visit downtownsmplan.org.

The Downtown Community Plan is guided by the 2010 Land Use and Circulation Element (LUCE) vision of a thriving, mixed-use urban environment that provides multiple opportunities for living, working, entertainment and enrichment. The LUCE envisioned an energetic and contemporary Downtown for residents, employees and visitors that integrates the light rail and preserves the unique character of the district and its commercial and residential life. The LUCE also called for enhancing Downtown through better linkages to some of the City's most visible attractions: the Civic Center and beachfront. However, the LUCE deferred implementation of the vision and the specific standards to the creation of a Specific Plan for Downtown.

The revised draft proposes a number of new ideas to preserve and enhance the character of the City's historic core. The draft identifies the characteristics that make Downtown special and helps outline priorities for public investment in sidewalks, streets and open spaces, as well as on private property. A planning tool of this type for the entire Downtown has not been updated in more than 30 years.

"We've heard the public. It makes sense to take adequate time to ensure the entire community understands how all the policies work together to support the community's goals," said Planning and Community Development Director David Martin. "Everyone agrees on a large majority of the plan—open space, arts and culture, transportation enhancements and historic preservation as a priority—but we need to spend more time on the vital issues of urban design. With these added months we can really dig into these areas and get people thinking and sharing what they'd like to see for the Downtown."

The community outreach period will run through August. A three-part speaker series will kick off in early May with a talk on place making in the Downtown. Other community outreach events and activities will include:

- Second speaker event and Planning Commission-hosted community workshop on preservation and change in mid-June.



Lincoln as it might appear with an expanded building setback.



Downtown Community Plan Land Use Districts

- Third speaker event on the future of mobility in Santa Monica in early August.
 - A digital survey tool will launch in May to run concurrent to the upcoming speaker events and focus groups.
 - A dozen focus groups will be hosted between May and August with up to 20 people per session.
- For more information on the DCP and outreach events, and to submit comments, visit downtownsmplan.org or follow [#ThePlanSM](https://twitter.com/ThePlanSM).



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DowntownSantaMonica

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**DOWNTOWN SANTA MONICA, INC.
MISSION STATEMENT**

On behalf of the City of Santa Monica, to promote economic stability, growth and community life within Downtown Santa Monica through responsible planning, development, management, and coordination of programs, projects and services designed to benefit the community as a whole; which includes the District's businesses, property owners, visitors and residents.

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| Bezian Bakery | Orange Theory | Whole Foods |
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| Fairmont Miramar | | |
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Downtown Santa Monica
are the people who work
and play here. Thanks for
sharing the love.

*The feeling
is mutual!*



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